2009 Key Initiatives in Marketing Budget

Registry = \$6.4M

Ensure

|appropriate

use &

Registry

KSI 1

- Create awareness & understanding of Registry & its value by key stakeholders

Spend

 PR, Sales Force, direct mail, focused jrnl schedule, web/eMarketing tactics - Drive enrollment of HCPs, Patients, Pharmacies

\$9.4M

Total

• HCPs:Tools to support enrollment via Sales Force, CSPs, web, phone

48%

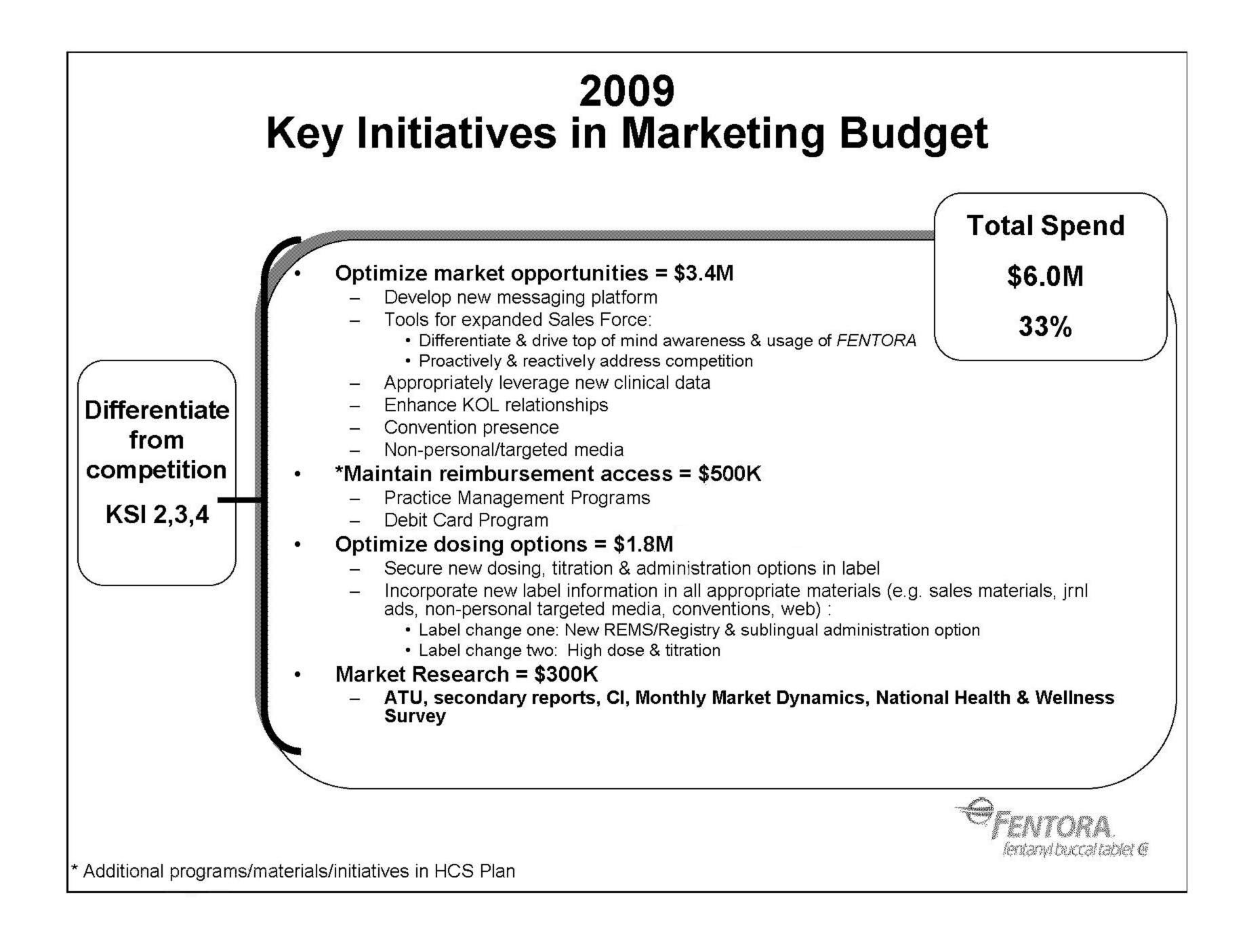
- Creation, production, & distribution

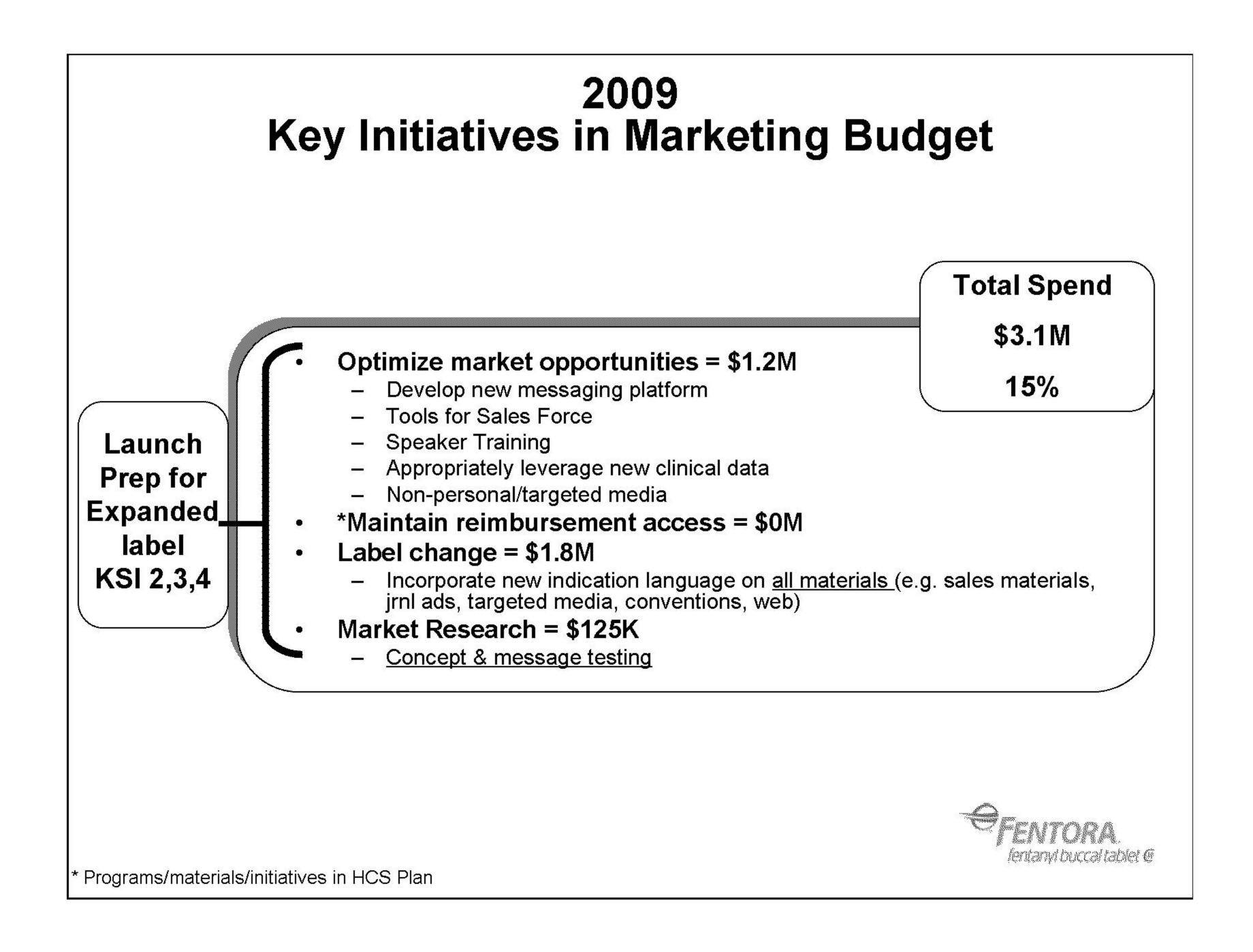
• Patients: Tools for HCPs to educate & direct patients to enroll, web, phone

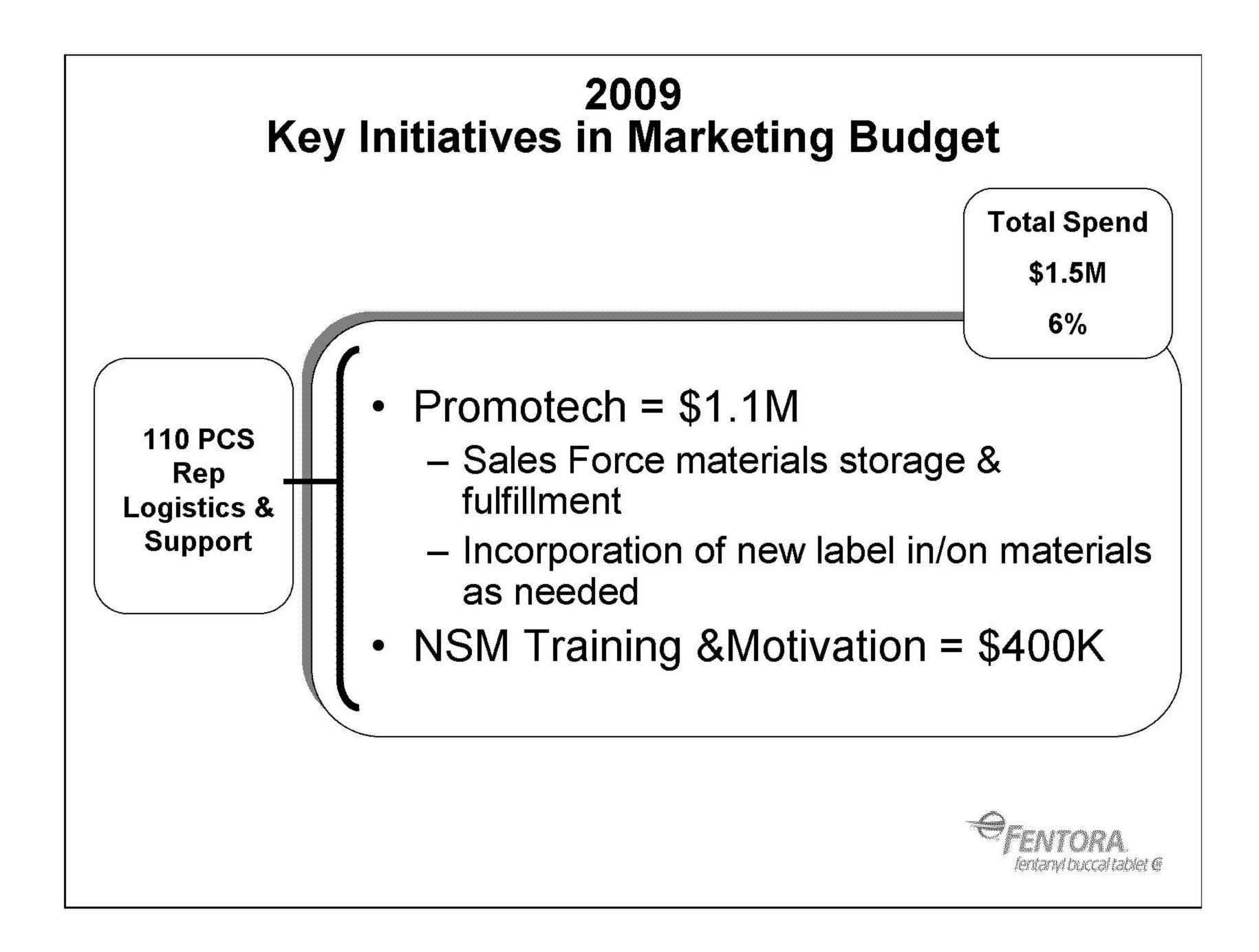
- Pharmacies: Tools for ComOps to drive enrollment, Sales Force materials to drive pharmacy enrollment, tools for participating pharmacies to educate patients
- Multi-wave communications of Registry status to key stakeholders: launch, transition, GO Live
 - Print, web, eDetails, direct mail, targeted media, teledetailing
- Reinforce enrollee participation
 - Sales Force tools to support ongoing participation by HCPs
 - HCP tools to support onging patient participation
 - Pharmacy tools to support ongoing patient participation
 - Non-personal programs/materials to support ongoing participation by all parties (web, direct mail, targeted media, opt-in reminders)

Responsible Use of Opioids = \$2.4M

- Sales Force:
 - SECURE tools
 - AAD CSPs
- Partner w/ patient advocacy & professional organizations on initiatives to support responsible use of opioids
- Patients & HCPs
 - Education on opioid usage, understanding & managing risk for abuse & diversion, safe storage
 - -Webinar, online microsite, media outreach, and third-party collaboration
- Market Research = \$600K
 - HCP/RPh/Pt Surveys, Concept & message testing, Cl, Pulse Studies, market Surveillance







2008 Debit Card Program

2008 Debit Gard Progran	n
# of Rep Ordered Kits	1725
# of Rep Ordered Cards	5175
# of Activations	118
# of Redemptions	96
Redemption Rate	2%
# of Patients with 1 use	65
# of Patients with 2 uses	25
# of Patients with 3 uses	8
Avg Redemption Amount	\$36.98



Source: YNF Data Report

2008 Voucher Program

Voucher Program 10'08	2Q'08	1H'08
Voucher TRx's 2539	1978	4517
Rep Ordered Vouchers 5810	5950	11760
Redemption Rate 44%	33%	38%

Source: IMS NPA/AlphaScrip June 08